

TO: D. Beran

FROM: Brand Planning/Barbara S.G. Weinstein

SUBJECT: Jack Maxwell Quarterly Report Procedures

DATE: July 11, 1989

Attached is an outline of the procedures to be followed in preparing the Industry commentary and accompanying data tables for the Maxwell Quarterly reports.

The schedule of reports and due dates coincide with the issuance of P.M.'s earnings statement:

<u>Report</u>	<u>Due Date</u>
First Quarter	April
Second Quarter	July
Third Quarter	October
Preliminary Year-End	October
Final Year-End	January

We can discuss this in more detail at your convenience.

BW/et

cc: R. Anise
T. Beane
B. Neidle
N. O'Haire



2071851299

Maxwell Quarterly Report Procedures

1) Memo

- Due Date: Date due to Jack Maxwell coincides with the day earnings statement is released: July 19 (for 2nd Quarter '89)
- Written by MRD
- Similar to a Brand Share Report memo but more comprehensive, try to put tobacco industry and companies performances in a positive light. In the past, we have:
- Included Industry information and discussion on:
 - Local tax increase activity
 - Tobacco legal cases - i.e., Cippolone case
 - New brand activity detailing new technology, target group, packing flavors and sizes.
- For Company and Category data included in memo:
 - Use 12mm ending the prior month (i.e., 12mm ending May for second quarter estimates until actual MSA data is available.
 - Can use latest quarterly company estimates supplied by Ed Gawronski until actual MSA data is available.
 - Once MSA data is available, it is replaced in the memo.
 - The final memo from Jack Maxwell includes company data as supplied to him by each individual manufacturer. All category data is recalculated by Maxwell's assistant according to the information they receive.
- MRD reviews memo with:
 - USA Executive Management. In the past, it was reviewed by Executive Vice President Marketing, President P.M.-USA
 - Hobie Millington - Treasury Department - he is key contact with Jack Maxwell
- Final approved memo with backup data tables is:
 - Faxed to Jack Maxwell
 - Copies are sent to appropriate PM management

D. Beran
D. Dangoor
E. Houminer
H. Millington
F. Resnik
MRD Author - Director/Manager
MRD Data Provider - B. Neidle

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2) P.M. quarterly data - Bruce Neidle and Nancy O'Haire

Nancy O'Haire is responsible for maintaining and updating brand/packing codes on preformatted reports.

- Bruce Neidle is responsible for printing out report formats for:
 - Current quarter sales and market share
 - Current year to date sales and market share
 - Latest 12 months sales and market share
- Data and memo are faxed to J. Maxwell the day earnings statement is released.
If memo is not ready, fax data
- Bruce and J. Maxwell's assistant (Ms. Marshal Hopkins) to review, determine inconsistencies and make corrections to data across entire report prior to J. Maxwell sending report for printing and mass distribution, including:
 - P.M. data
 - Other company data
 - Category data

3) Distribution (See attached distribution list)

- Hand delivered copies to:
 - Executive Management
 - MRD
- Mail out copies to:
 - PM-USA, Corporate, International Management
 - Advertising Agencies
 - Field Sales (through S. Sabella)

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R. Camisa
C. Cohen
J. Cunningham
R. Ferrin
S. Fuller
T. Garguilo
A. Goldfarb
J. Greene
S. Janetta
A. Marrullier
N. Parmet
A. J. Raporte
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A. Schwartz
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G. Smith
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S. Lizza
F. Newman
D. Oettinger
J. Whitman

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P. Underwood

11th Floor

R. Mannheiner

12th Floor

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13th Floor

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5 sets as reserve	<u>5</u>
TOTAL SET MADE	167

Quarterly Sales Estimate

Mr. Caton	10
Mr. Sabella (DeMarzo)	450
Our own Mail-outs	108
Extra sets	<u>20</u>
QUARTERLY TOTAL	588

Preliminary & Final Year-End Reports

Mr. Caton	125
Mr. Sabella (DeMarzo)	450
Our own Mail-outs	108
Extra sets	<u>20</u>
PRELIMINARY & FINAL YEAR-END RPTS.	703

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* Maxwell Report - Return Address Labels for External and Orange Outgoing Mail

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p.1 of 7

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	L. Glennie 120/7	D. Bruno 120/7
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p.4 of 7

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A. Goldfarb	S. Janetta	R. Ferrin
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A. Marrullier	N. Parmet	A. J. Raporte
120/8	120/8	120/8
S. Reich	S. Schreiber	J. Scully
120/8	120/8	120/8
R. V. Simons	D. Beran	J. Whitman
120/8	120/9	120/9
F. Laux	H. Long	S. Lizza
120/9	120/9	120/9
P. Underwood	R. Mannheimer	E. Butson
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W. Webb	F. Caton	S. Stopa
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		120/17
	J. Talma	R. Souther
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L. Gentilini 120/20	H. Maxwell 120/22	J. Murphy 120/22
G. Knox 24/120	R. Millhiser 100/2	G. Weissman 100/2
W. Smiy 100/6	H. Storr (2) 120/22	E. Houminer 120/9
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